Basic can grow at a price gap of up to 10¢ vs. the lowest price in store. At just over a 10¢ gap, Basic loses share rapidly.

Basic Pack Price Gap Sensitivity
(Based on NCS store data)
(Average share 5.2)

Effects of a 10¢ Increase in gap...

	Current gap = 0¢	Current gap = 10¢
Average share loss for gap increase	-0.5 share	-0.5 share
Threshold effect	+0.8 share	-0.9 share
Net Effect	+0.3	-1.4
% Share Change	+5.8%	-27%

Nel

SOURCE: PRICING PANEL

2045823047

Source: https://www.industrydocuments.ucsf.edu/docs/rnvk0004